

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>AMENDMENT B</b>	Title: SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT	
	Inventor(s):	Calabria et al.
	Application No.:	10/743,520
	Filing Date:	December 19, 2003
	Confirmation No.	7681
	Examiner:	Daniel M. Sorkowitz
Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Art Unit:	3622
	Last Office Action:	October 3, 2008

Dear Sir:

Responsive to the Office Action mailed October 3, 2008, please amend the above-identified application as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 18 of this paper.